

**Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended Tuesday, December 31, 2019**

|  | <u>Current<br/>Year</u> | <u>Prior<br/>Year</u> | <u>Increase<br/>(Decrease)</u> | <u>Budget</u>      | <u>Over<br/>(Under)</u> |
|--|-------------------------|-----------------------|--------------------------------|--------------------|-------------------------|
| <b>TDC Funding</b>                                 | <b>\$3,902,308</b>      | <b>\$3,018,946</b>    | <b>\$883,362</b>               | <b>\$3,902,308</b> | <b>\$0</b>              |
| <b>Salary Expenses</b>                             |                         |                       |                                |                    |                         |
| Salary   | 841,345                 | 831,005               | 10,340                         | 873,916            | (32,571)                |
| Payroll Taxes                                      | 53,057                  | 51,144                | 1,913                          | 66,855             | (13,798)                |
| Employee Benefits                                  | 94,750                  | 92,844                | 1,906                          | 103,875            | (9,125)                 |
| 401K   | 32,411                  | 30,941                | 1,470                          | 39,190             | (6,779)                 |
| Other Personnel Cost                               | 0                       | 0                     | 0                              | 0                  | 0                       |
| <b>Total Salary Expenses</b>                       | <b>1,021,563</b>        | <b>1,005,934</b>      | <b>15,629</b>                  | <b>1,083,836</b>   | <b>(62,273)</b>         |
| <b>Programming Expenses</b>                        |                         |                       |                                |                    |                         |
| Promotions   | 239,949                 | 176,445               | 63,504                         | 187,051            | 52,898                  |
| Trade Shows  | 345,792                 | 296,549               | 49,243                         | 389,007            | (43,215)                |
| FAM Tours/Site Visit                               | 56,529                  | 94,649                | (38,120)                       | 63,850             | (7,321)                 |
| Event Hosting                                      |                         |                       |                                |                    |                         |
| Advertising  | 1,692,195               | 929,853               | 762,342                        | 1,412,415          | 279,780                 |
| Technology   | 226,708                 | 154,228               | 72,480                         | 242,706            | (15,998)                |
| Contract Services                                  | 329,911                 | 195,771               | 134,140                        | 331,545            | (1,634)                 |
| Fulfillment  | 13,800                  | 13,681                | 119                            | 14,887             | (1,087)                 |
| <b>Total Programming Expenses</b>                  | <b>2,904,884</b>        | <b>1,861,176</b>      | <b>1,043,708</b>               | <b>2,641,461</b>   | <b>263,423</b>          |
| <b>General &amp; Administrative Expenses</b>       |                         |                       |                                |                    |                         |
| Equipment  | 98,232                  | 86,383                | 11,849                         | 100,300            | (2,068)                 |
| Tenancy  | 207,369                 | 214,721               | (7,352)                        | 225,625            | (18,256)                |
| Administration                                     | 210,153                 | 208,910               | 1,243                          | 226,170            | (16,017)                |
| <b>Total General &amp; Administrative Expenses</b> | <b>515,754</b>          | <b>510,014</b>        | <b>5,740</b>                   | <b>552,095</b>     | <b>(36,341)</b>         |
| <b>Total Expenses</b>                              | <b>4,442,201</b>        | <b>3,377,124</b>      | <b>1,065,077</b>               | <b>4,277,392</b>   | <b>164,809</b>          |
| <b>NET INCOME (LOSS)</b>                           | <b>(\$539,893)</b>      | <b>(\$358,178)</b>    | <b>(\$181,715)</b>             | <b>(\$375,084)</b> | <b>(\$164,809)</b>      |